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1. A method for transmitting an advertisement to a mobile station, said method comprising:
- 5 detecting a registration of the mobile station with a base station;
initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to a detection of the registration; and
transmitting the advertisement to the mobile station in accordance with the user preferred schedule.
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2. The method of claim 1, further comprising:
verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
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3. The method of claim 1, further comprising:
rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
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4. The method of claim 1, further comprising:
establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.
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14. The method of claim 11, further comprising:
25 rewarding a user of the mobile station when an establishment of
the communication link results in a purchase of a good or a service from the
advertiser.

15. A system, comprising:
a mobile station operable to register with a base station; and
a computer operable to detect a registration of said mobile station with the base station, wherein the computer includes
means for initiating a user preferred schedule for transmitting advertisements to said mobile station subsequent to the registration detection, and
means for controlling a transmission of an advertisement in accordance with the schedule.

16. The system of claim 15, wherein
said mobile station includes means for transmitting a responsive
command in response to a reception of the advertisement; and
said computer further includes means for verifying a reception of
the advertisement by said mobile station in response to a reception of said
responsive command from said mobile station.

17. The system of claim 15, wherein
said mobile station includes means for transmitting a responsive
command in response to a reception of the advertisement; and
said computer further includes means for rewarding a user of
said mobile station in response to said responsive command from said mobile
station.

18. The system of claim 15, wherein
said mobile station includes means for transmitting a responsive
command in response to a reception of the advertisement; and
said computer further includes means for establishing a
communication link between said mobile station and a telecommunication
device associated with an advertiser represented in the advertisement in
response to a reception of said responsive command.

19. The system of claim 18, wherein
said computer further includes means for rewarding a user of
said mobile station when an establishment of the communication link results
in a purchase of a good or a service from the advertiser.

20. The system of claim 15, wherein
said computer further includes means for providing a credit to
an account of a user of said mobile station when transmitting the
advertisement to said mobile station.

21. The system of claim 15, wherein
said computer further includes means for determining a location
of said mobile station; and
said computer further includes means for matching a location of
an advertiser represented in the advertisement with the location of said
mobile station.

22. The system of claim 15, wherein
said computer further includes means for determining a first
service area of the base station and a second service area of any potential
handoff base station; and

5 said computer further includes means for matching a location of
an advertiser represented in the advertisement with the first service area or
the second service area.

23. The system of claim 15, wherein

10 said computer further includes means for retrieving a user profile corresponding to said mobile station; and

said computer further includes means for matching a good or a service represented in the advertisement with the user profile.

15 24. The system of claim 15, wherein
 said computer further includes means for compiling a list of
advertisements previously transmitted to said mobile station prior to
transmitting the advertisement to said mobile station.

20 25. A system, comprising:
a mobile station;
a computer operable to control a transmission of an
advertisement to said mobile station;
wherein said mobile station includes means for transmitting a
25 responsive command in response to a reception of the advertisement; and
wherein said computer includes means for verifying a reception
of the advertisement by said mobile station in response to a reception of said
responsive command from the mobile station.

26. The system of claim 25, wherein
said computer further includes means for rewarding a user of
said mobile station in response to said responsive command from said mobile
station.

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27. The system of claim 25, wherein
said computer further includes means for establishing a
communication link between said mobile station and a telecommunication
device associated with an advertiser represented in the advertisement in
response to a reception of said responsive command.

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28. The system of claim 27, wherein
said computer further includes means for rewarding a user of
said mobile station when an establishment of the communication link results
in a purchase of a good or a service from the advertiser.

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29. A computer program product in a computer readable medium
for communicating an advertisement to a mobile station, said computer
program product comprising:

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computer readable code for detecting a registration of the
mobile station with a base station;

computer readable code for initiating a user preferred schedule
for transmitting advertisements to the mobile station subsequent to the
registration detection; and

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computer readable code for controlling a transmission of an
advertisement in accordance with the schedule.

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30. The computer program product of claim 29, further comprising:
computer readable code for verifying a reception of the
advertisement by the mobile station in response to a reception of a
responsive command from the mobile station that indicates a reception of the
5 advertisement by the mobile station.

31. The computer program product of claim 29, further comprising:
computer readable code for rewarding a user of the mobile
station in response to a responsive command from the mobile station that
10 indicates a reception of the advertisement by the mobile station.

32. The computer program product of claim 29, further comprising:
computer readable code for establishing a communication link
between the mobile station and a telecommunication device associated with
15 an advertiser represented in the advertisement in response to a reception of a
contact command indicating a desire of a user of the mobile station for an
establishment of the communication link.

33. The computer program product of claim 32, further comprising:
20 computer readable code for rewarding a user of the mobile
station when an establishment of the communication link results in a
purchase of a good or a service from the advertiser.

34. The computer program product of claim 29, further comprising:
25 computer readable code for providing a credit to an account of a
user of the mobile station when transmitting the advertisement to the mobile
station.

35. The computer program product of claim 29, further comprising:
computer readable code for determining a location of said
mobile station; and

computer readable code for matching a location of an advertiser
5 represented in the advertisement with the location of said mobile station.

36. The computer program product of claim 28, further comprising:
computer readable code for determining a first service area of
the base station and a second service area of any potential handoff base
station; and

computer readable code for matching a location of an advertiser represented in the advertisement with the first service area or the second service area.

37. The computer program product of claim 29, further comprising:
computer readable code for retrieving a user profile
corresponding to said mobile station; and

computer readable code for matching a good or a service represented in the advertisement with the user profile.

38. The computer program product of claim 29, further comprising:
computer readable code for compiling a list of advertisements
previously transmitted to said mobile station prior to transmitting the
advertisement to said mobile station.

42. The computer program product of claim 39, further comprising:
computer readable code for rewarding a user of the mobile
station when an establishment of the communication link results in a
purchase of a good or a service from the advertiser.